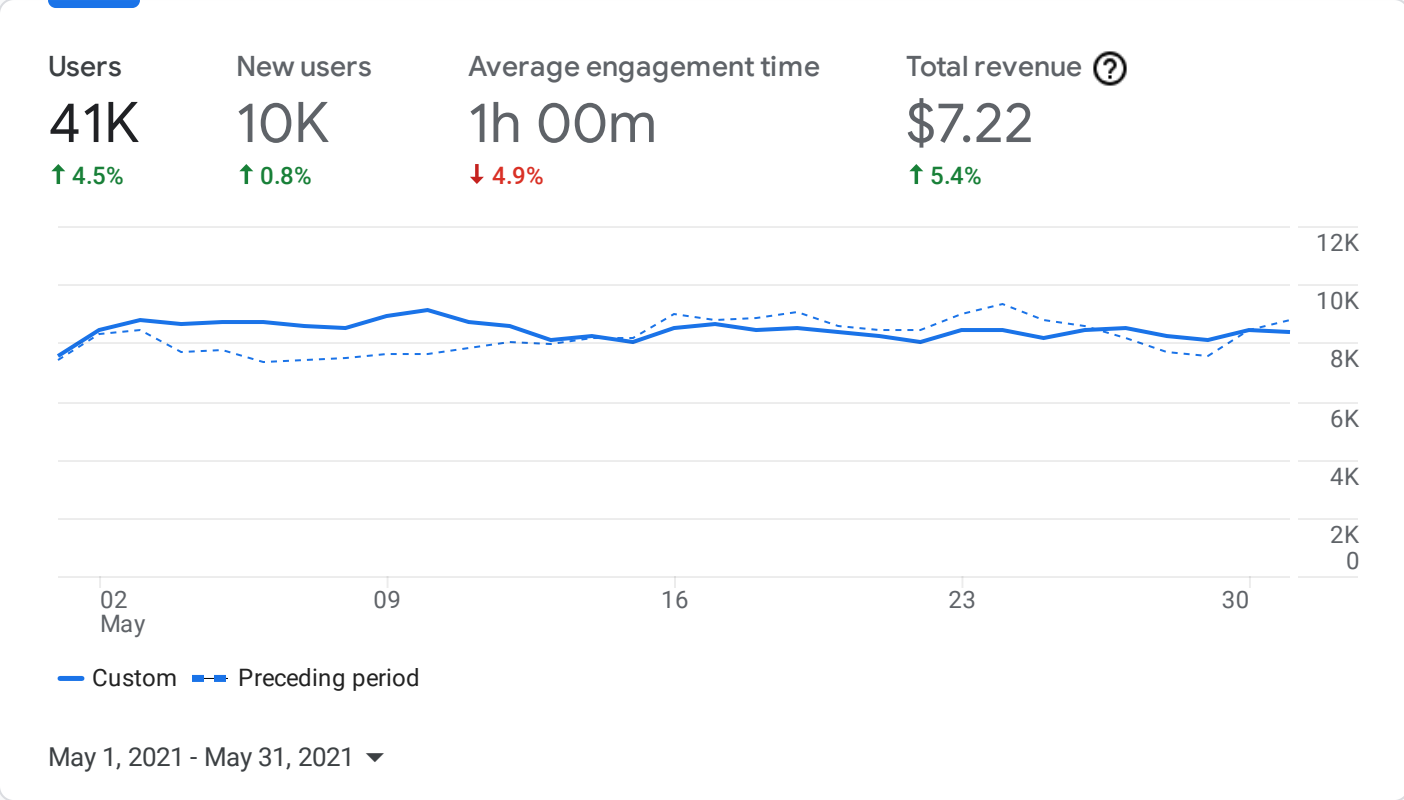
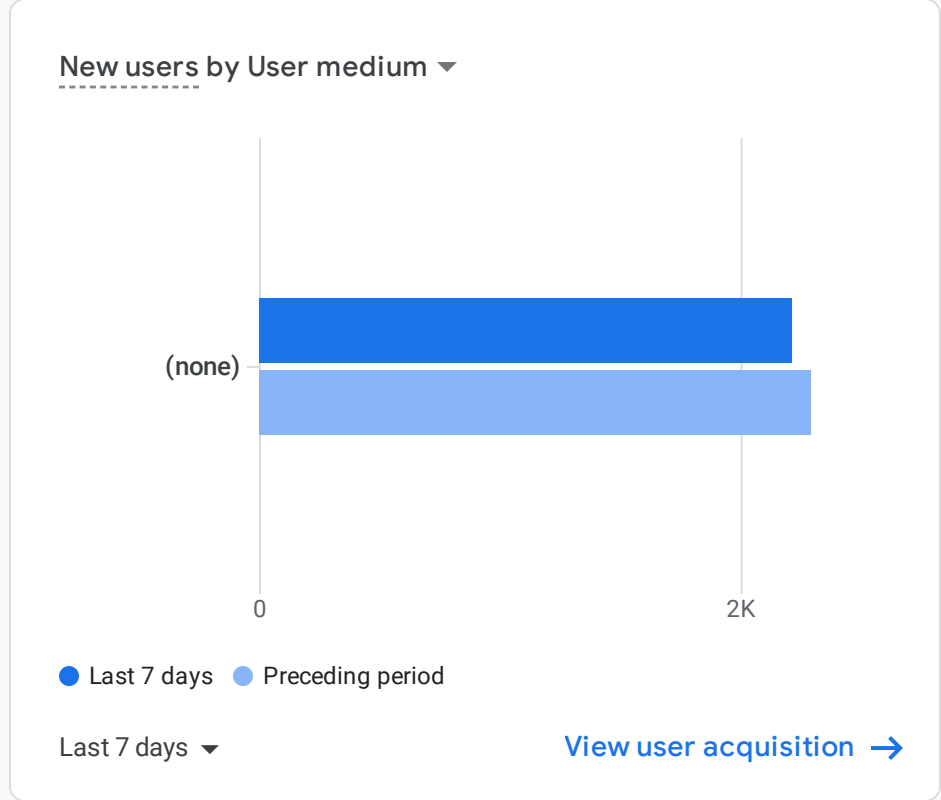


Home

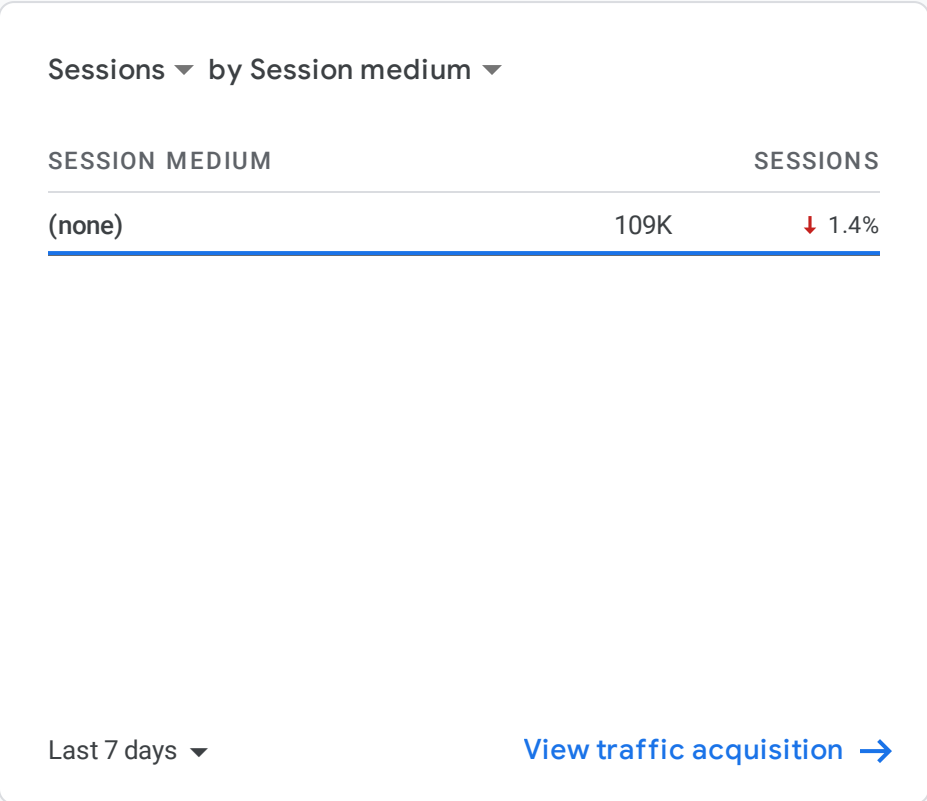
All Users Add comparison



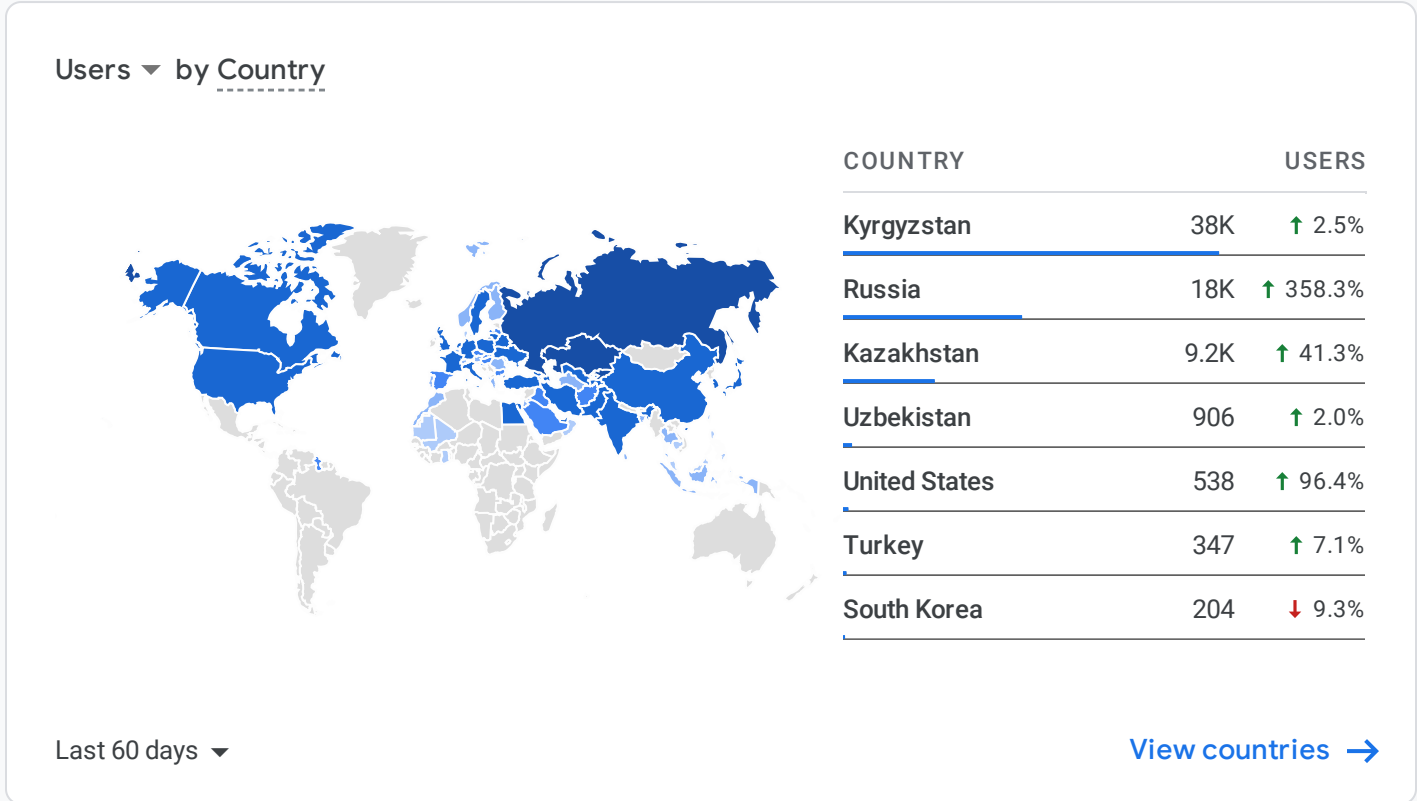
WHERE DO YOUR NEW USERS COME FROM?



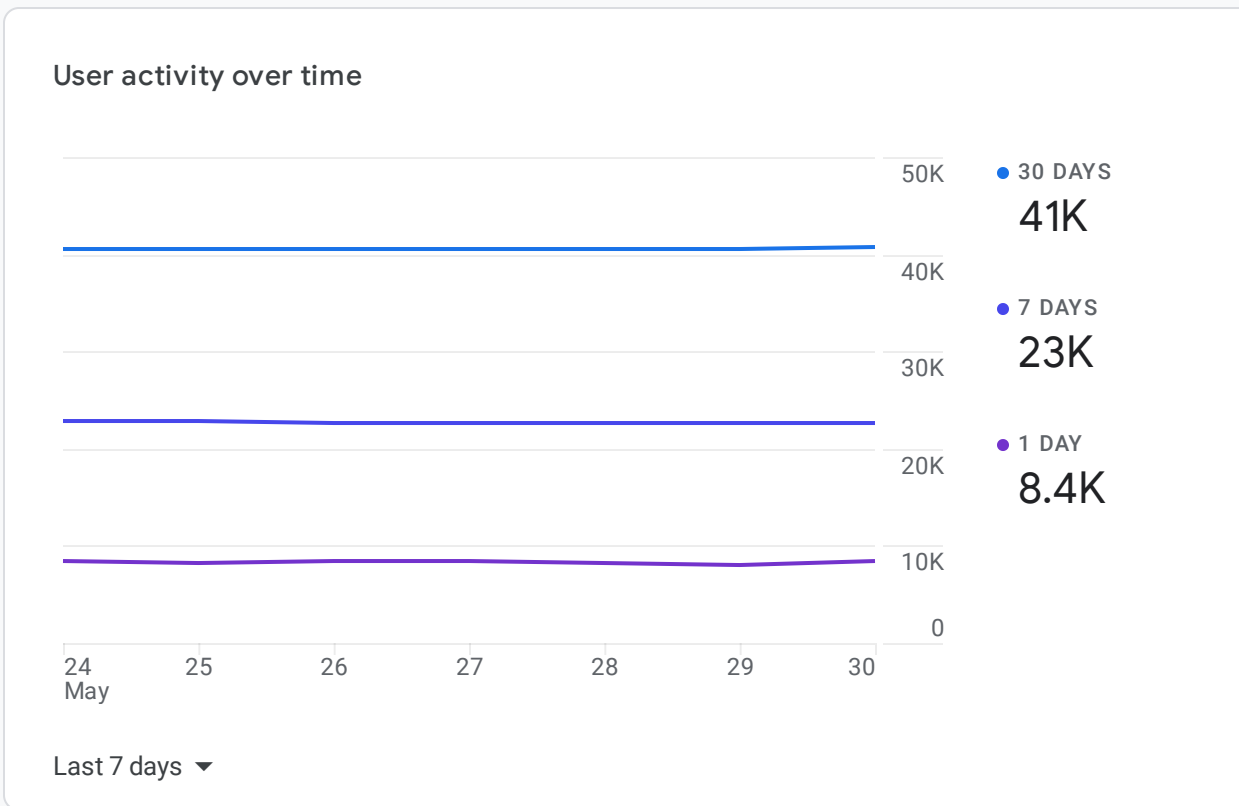
WHAT ARE YOUR TOP CAMPAIGNS?



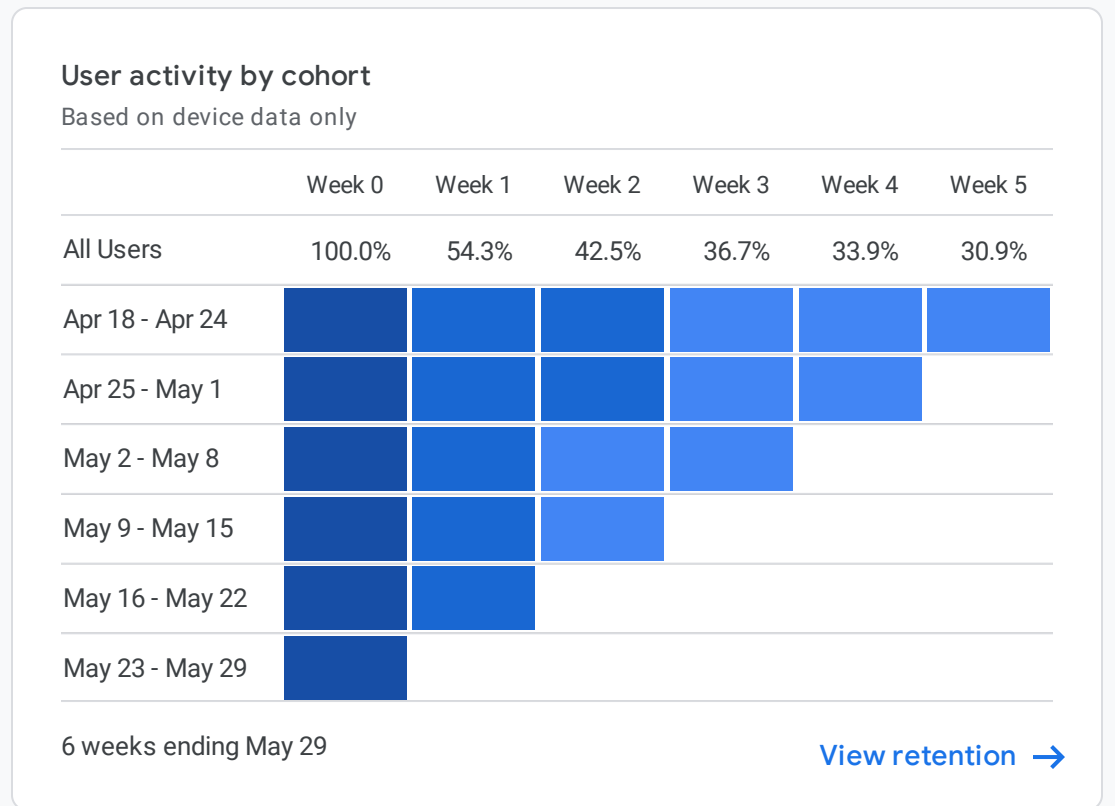
WHERE ARE YOUR USERS VISITING FROM?



HOW ARE ACTIVE USERS TRENDING?



HOW WELL DO YOU RETAIN YOUR USERS?



WHICH PAGES AND SCREENS GET THE MOST VIEWS?

### Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
<a href="#">AdDetailsViewController</a>	1.8M ↓ 2.7%
<a href="#">SearchResultViewController</a>	1.6M ↓ 2.1%
<a href="#">SearchViewController</a>	1.2M ↓ 0.7%
<a href="#">AdListViewController</a>	457K ↑ 0.5%
<a href="#">XLFormOptionsViewController</a>	221K ↓ 0.8%
<a href="#">InitialViewController</a>	146K ↓ 2.0%
<a href="#">AdCommentsViewController</a>	89K ↓ 6.2%

Last 7 days [View pages and screens →](#)

WHAT ARE YOUR TOP EVENTS?

### Event count by Event name

EVENT NAME	EVENT COUNT
<a href="#">screen_view</a>	6.2M ↓ 1.9%
<a href="#">user_engagement</a>	3.5M ↓ 2.1%
<a href="#">banner_impression</a>	287K ↓ 3.8%
<a href="#">session_start</a>	110K ↓ 1.4%
<a href="#">ad_impression</a>	41K ↓ 9.5%
<a href="#">favorite_add</a>	14K ↓ 2.2%
<a href="#">call_start</a>	9.6K ↑ 0.7%

Last 7 days [View events →](#)

WHAT ARE YOUR TOP CONVERSIONS?

### Conversions by Event name

EVENT NAME	CONVERSIONS
<a href="#">first_open</a>	2.2K ↓ 3.5%

Last 7 days [View conversions →](#)

WHAT ARE YOUR TOP SELLING PRODUCTS?

Ecommerce purchases by Item name

ITEM NAME      ECOMMERCE PUR...

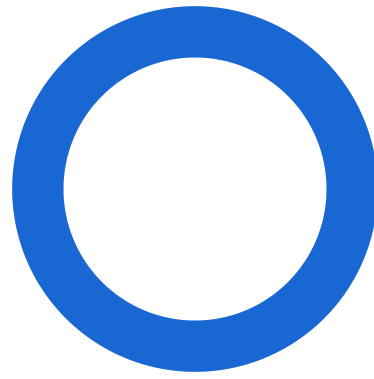
No data available

Last 7 days ▼

[View items →](#)

HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?

Conversions ▼ by Platform



• iOS

100.0%

↑ 1.1%

Last 28 days ▼

[View tech details →](#)